



Contestation of Islamic Radio in the Development of Public Religion in North Sumatera: Case Study of Radio Broadcasts Arrisilah 95.7 Fm Deli Serdang

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Abstract

All communities must be involved in the country's development process. Including radio media, it plays a role in the desired social change, plays an active role, contributes positively and is useful. This study aims to look at the role of Arrisilah FM Deli Serdang radio media in conveying religious development messages. The research method uses a qualitative approach with descriptive analysis carried out on the Arrisilah 95.7 FM Deli Serdang radio program. The results of the study state that Arrilahan FM Radio is a mass media that participates in developing the community of North Sumatra in the field of religion by presenting good programs so that it has superior programs in the listener's day. which has the best religious value in North Sumatra at the 2014 and 2015 KPID Award. However, on the other hand, there is a weakness, namely the reach of Arrilahan 95.7FM Deli Serdang radio. Not all areas of North Sumatra can listen to broadcasts easily, this is proven by the small number of direct interactions. However, Arrisilah FM radio tries to contribute to community development, especially in the field of religion .

Keywords : Contestation, Islamic Radio, Religious Development

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Introduction

In life, communication will continue to occur both directly and indirectly. Humans cannot be separated from communication because it is the basic thing that must be done to convey a message or desire with the aim of getting what is intended. The delivery of communication varies greatly, one of which is using media, where media is a tool for conveying a message.

Radio is a communication medium and of course has a number of functions, such as conveying messages, persuading, educating and entertaining. Radio is classified as an electronic media that has its own characteristics.

Islam is the largest religion in North Sumatra. According to Directorate General Population and Registration The population of the Ministry of Home Affairs (Dukcapil) is 10.12 million Muslims living in the mother city province, Medan. These figures are equivalent with 66.43% of the total population province with a population of 15.24 million soul. So the majority resident Sumatra religious Islam. Not enough only with holds the status of Islamic ummah, will but How alive Good with apply guidelines as religious community.

Religion has become a spiritual and moral foundation to build on civilized society and nation. Religion becomes source inspiration in build harmony social in life pluralistic society. In fact, religion has also become the driving force transformation social, cultural and economic.¹

Arrisilah FM Radio is an Islamic radio as mass media in Deli Serdang Regency with a good vision and mission. In this case, of course, Arrisilah FM radio is one of the media that can help in community development in North Sumatra. Radio Arrisilah FM is a media that focuses on religious preaching with a variety of varied program content with its distinctive slogan, namely "*polite greetings, scientific speaking*". Of course, Arrisilah FM radio can help develop the religion of the people in North Sumatra, especially the people within its broadcast range, in order to achieve progress in development. Apart from that, Arrisilah FM radio is also expected to become a medium that provides healthy and useful messages so as to create a society that has a religious and good life atmosphere.

Formulation of the problem in this research is What is the role of Arrisilah FM Deli Serdang radio in conveying religious development in North Sumatra? With The aim is to analyze the role of Arrisilah radio in religious development in North Sumatra.

¹ Agama Dan Pembangunan, <https://kemenag.go.id/opini/agama-dan-pembangunan-3pjrcw>, diakses pada 14 juni 2024, pukul 11.05 WIB

The research approach used by the researcher is qualitative research, through this approach the researcher will describe and explain in real words the results obtained in the research.

The research conducted in this study was qualitative with descriptive methods. The aim is to describe the topics discussed as widely as possible, so that readers can obtain more information. Qualitative research is research that aims to understand phenomena related to the experience being studied, such as behavior, observations, motivation, actions, etc., comprehensively and descriptively in the form of words and language, in a special and natural context. and using a variety of scientific methods.²

Descriptive research is research that aims to describe or explain the facts and characteristics of a particular population systematically, factually and accurately. In other words, descriptive research, the researcher wants to describe a symptom (phenomenon) or several characteristics, not look for or explain the relationship between variables. Descriptive research only describes or describes what exists.³ On the other hand, and simply put, qualitative research aims to find answers to a phenomenon or question by systematically applying qualitative scientific methods.⁴

data that will collected is data that has passed from the records of all programs. obtain data, researchers use several methods that are used field research, these are as follows:

1. Interview Method

The interview method is a form of communication between two people, involving someone who wants to obtain information from another person by asking questions, based on certain goals ⁵.

Those who will be sources in this research , section program . Meanwhile, other sources were samples of people who participated with Arrisilah FM radio .

2. Documentation Method

Documentation method is a record of past events. Documents can be in the form of writing, images, or monumental works by someone ⁶. This method is used to written or

² Lexy j. Moleong, *Metodologi Penelitian Kualitatif*, (Bandung: PT Remaja Rosdakarya, 2012), h. 6.

³ Wina Sanjaya, *Penelitian Pendidikan Jenis Metode, dan Prosedur*, (Jakarta: Prenada Media Group, 2013), h. 59.

⁴ A. Muri Yusuf, *Metode Penelitian Kuantitatif, Kualitaitaf & Penelitian Gabungan*, (Jakarta: Kencana, 2014), h. 329.

⁵ Deddy Mulyana, *Metodologi Penelitian Kualitatif*, (Bandung: PT Remaja Rosdakarya, 2013), h. 180.

⁶ *Ibid.*, h. 240.

documented data form of important data or documents existing in the institution under study including about archives structure , archives of names of administrators/members, archive vision, mission, goals and work programs Arisala FM radio .

So in this technique the researcher looks for data about things - things in the form of research, newspapers, as well as activities documented on other digital media related to Arisala FM Radio. All forms of information can strengthen research data.

Discussion

North Sumatra is province fourth biggest in amount population in Indonesia after West Java , East Java and Central Java . According to results enumeration complete Census Population (SP) 1990, the population of North Sumatra was 10.81 million souls , and in 2010 the number residents of North Sumatra have increase to 12.98 million soul . Density The population of North Sumatra in 1990 was 143 people per km² and in 2010 it increased to 178 people per km². By Growth Rate Resident from in 2000-2010 it was 1.10 percent . Census resident In 2015, the population of North Sumatra increased to 13,937,797 people , with density population 191 people / km². North Sumatra Labor Force Participation Rate (TPAK) every the year No still . In 2000 the TPAK in this area was 57.34 percent , year In 2001 it rose to 57.70 percent , in 2002 it rose again to 69.45 percent . ⁷Islam is the largest religion in North Sumatra.

Based on Directorate data General Population and Registration Civil (Dukcapil) Ministry of Home Affairs, there are 10.12 million soul residents in the province with the Muslim capital city of Medan. Amount the portion reached 66.43% of the total population in the province which reached 15.24 million soul. With Thus, the majority the population of Sumatra is Muslims.⁸

Existence Television is increasingly replacing radio, but it still has many fans. The trend is that the radio broadcast spectrum is getting narrower, so that radio that only serves small areas can survive well. The challenges were no less than radio and magazines, but radio was helped by the invention of the transistor, which made it much more compact. Radio

⁷ Jumlah Penduduk Sumatera Utara, diakses dari https://id.wikipedia.org/wiki/Sumatera_Utara#Penduduk. pada tanggal 12 juni 2024, pukul 10.05 WIB

⁸ Jumlah Penduduk Muslim, diakses dari <https://sumut.bps.go.id/stactable/2021/04/21/2289/jumlah-penduduk-menurut-kabupaten-kota-dan-agama-yang-dianut-2020.html>, pada tanggal 12 juni 2024, pukul 12.00 WIB

networks (broadcasting the same thing to many places at once) occurred in the 1930s and 1940s. very popular in addition, many radio stations (about 5,000 of all radio stations are exists) only targets part of its audience, not its entire audience. This is how radio can make a profit).⁹

Radio is a means of communication. In simple terms, media can be explained as a communication tool as defined by Laughey and McQuail. Sometimes the definition of media tends to be closer to its mass nature, as can be seen in the various theories that emerge in mass communication. However, all existing definitions have the same tendency, namely that when the word "media" is mentioned, the environment is integrated with technology. Newspapers are print media, radio is audio and television media, audiovisual media is electronic media and the internet is online media.¹⁰

Radio is a form of mass communication. According to the author, radio is one of the fundamental discoveries in the development of human civilization (apart from the existence of television), education, entertainment and information can be obtained through radio. Radio was first discovered in its history through the discovery of the theory of electromagnetic wave propagation, first explained in 1873 by James Clerk Maxwell, then Heinrich Rudolf Hertz between 1886 and 1888 proved Maxwell's theory experimentally for the first time.¹¹

role of broadcast radio as a public medium is to accommodate as many listeners' needs and interests as possible. There are three forms of listener needs, namely information, education and. The listener's needs include the role that a radio must play, here are the three listener needs:

1. Information Field

For society, the main function of radio from time to time is a source of information and a means of communication to observe changes in the environment of the listening audience. This media can be listened to anytime, anywhere, so it can notify you of recent changes in circumstances quickly.

⁹ William L. Rivers, dkk, *Media Massa & Masyarakat Modern*, (Jakarta, Kencana: 2003), hal. 21.

¹⁰ Nasrullah. Rulli, *Media Sosial Perspektif Komunikasi, Budaya, Dan Siosioteknologi*, (Bandung: Simbiosis Rekatama, 2015), h. 35.

¹¹Muhammad. Mufid, *Komunikasi Dan Regulasi Penyiaran*, (Kencana Predana Media Grup, Jakarta. 2006), h. 56.

2. Education Sector

Radio works well, especially in the world of ideas. From a dramatic depiction of an event, radio is able to provide various topics of discussion that can be discussed by bringing people to learn. Radio broadcasts can provide useful news and lectures.

3. H Entertainment Sector

Radio has very unique abilities, radio broadcasting can be used as a medium for entertainment. The radio is easy to carry anywhere, and as desired by the listener, it can be in the room, at the office, in a public place, or on the way to a place of activity. In fact, radio broadcasting is much sought after by individuals to use their free time or as a companion for entertainment when driving. It cannot be denied that the role of radio broadcasting media is still important so that it remains in the minds and ears of the public

The definition of development is inclusive and broad social change in society which aims to realize social and material progress (including justice, freedom and other valuable qualities) for the majority of society through greater control over their environment.¹²

Apart from being an effective means of communicating development messages, radio media also has advantages and disadvantages. In the process of evolution, humans tend to desire human traits, namely face-to-face situations or interpersonal interactions. Slightly different from television, which apart from sound still uses image media, so that the delivery of messages seems more "human" than virtual face-to-face communication.¹³

Some effective development communication methods are through mass media, counseling and training. Mass media such as radio and television are very effective in conveying information related to development programs and are a means for conducting evaluations. Counseling and training are also effective methods for increasing people's knowledge and skills in certain matters.¹⁴

Communication development religion is something communication what is done to implement it plan development in fieldreligion.¹⁵Development religionas part from development national

¹² Zulkarimen Nasution, *Komunikasi Pembangunan Pengenalan Teori dan Penerapannya*. (PT Raja Grafindo Persada, Jakarta, 1988), h 321.

¹³ Susanto, A. S. *Komunikasi Massa*, (Binacipta, Bandung. 1982), h. 16.

¹⁴ Winda Kustiawandkk, Peran Komunikasi Pembangunan dalam Membangun Desa, *Public Service And Governance Journal* Vol.4, No.1 Januari 2023 hal 4

¹⁵ Hasan Sazali. *Penguatan Toleransi Agama dalam Komunikasi Pembangunan Agama Studi Pemerintah Kota Bogor dan Yogyakarta*. Disertasi, (Yogyakarta: Sekolah Pascasarjana UGM, 2015). 115

is Wrong One implementation of Pancasila article First that is Belief in the one and only God , aiming to improve well-being people through enhancement quality service And understanding religion as well as life religious . Apart from that, development religion also includes enhancement harmony life people religious , Which support enhancement each other believe And harmonization between groups public . By therefore , communication development religion is something form communication Which important For formation harmony between public in Indonesia And religion Can become base moral And ethics in social , nationality And patriotic .¹⁶

Radio's ability to reach a large number of listeners at the same time makes da'wah more efficient. Apart from that, the use of radio as a medium for da'wah has been widely practiced in Indonesia, known as da'wah radio, which is generally established in mosques or Islamic boarding schools, as community broadcasting institutions.¹⁷

The rapid development of the world's era of globalization accompanied by various complex problems gives rise to psychological pressure which greatly affects inner peace. Concern about this situation is a motivation for Arrisilah FM to participate in making contributions to society.

Arrisilah is a name taken from Arabic which means 'Message', it is hoped that in the future this Radio can be a conveyer of the message of truth to all Islamic Ummah throughout the world. With a da'wah broadcast format, Arrisilah FM is present as a fighter for da'wah via radio.

Through various broadcast programs with an Islamic nuance, such as *Murottal* Al-Qur'an, Religious Lectures, Islamic Studies, Hadith and About Islam which are equipped with education and information like a drop of cooling dew in the arid desert. Increasing the intensity of da'wah can be done in various ways according to the available facilities, one of which is radio. In fact, current trends show that radio has become a favorite choice for people to listen to preaching.

The large number of radio stations in Indonesia that broadcast by providing a variety of entertainment to listeners has made Radio Arrisilah FM take part by providing entertainment that is different from other radio stations in general. Because entertainment doesn't just mean

¹⁶ Arina Rahmatika, *Konsep Kerukunan Dalam Komunikasi Pembangunan Agama Di Sosial Media*, Komunike, Volume X, No. 1, Juni 2018

¹⁷ Anwar Arifin, *Dakwah Kontemporer Sebuah Studi Komunikasi*, (Graha Ilmu, Yogyakarta. 2011), h. 10.

music and stories. However, entertainment is anything that can please and entertain the people who enjoy it. Radio Arrisilah is able to open up easier access for the public to receive Islamic da'wah. With Arrisilah FM radio, everyone can listen to Islamic preaching, anywhere and under any conditions.

Arrisalat FM Radio has proven the ease with which people can learn about Islam, not only in limited areas, but also throughout the world through streaming on www.arrisalahfm.com

Arrisilah FM Radio as a da'wah radio has advantages and differences compared to other radio. A very striking difference is the broadcast program which focuses on Islamic preaching. This is quite reasonable, because the Indonesian population is generally Muslim, so it is very appropriate to hold an Islamic da'wah radio which broadcasts Islamic da'wah programs based on the Al-Qur'an and As-Sunnah.

Vision:

Becoming a Superior and Quality Da'wah Media in North Sumatra

Mission:

Give Contribution Coaching and Education and Services To the Community Through Da'wah . Islamic Education and Development Program which is varied , scientific and polite . Presenters who are competent and experienced in their fields . Program Development Through Sustainable and Sustainable Innovation

Broadcast Coverage Area



- Kec. Perbaungan dan sekitarnya**
- Kota Tebing Tinggi dan sekitarnya**
- Kota Lubuk Pakam**
- Sebagian Kabupaten Simalungun**
- Kecamatan Sei Rampah dan sekitarnya**
- Sebagian Kab. Deli Serdang**
- Sebagian di Kab. Karo**

To pamper the listeners' hearts, apart from being able to listen to Arrilahan FM Radio broadcasts directly via the 95.7 FM frequency, Arrilahan FM can also be listened to via the

Internet, using the radio streaming facility. It can be listened to by Muslims all over the world via the website at www.arrisalatfm.om, you can also interact and join in the programs that are being broadcast, therefore, whenever and wherever you are, Arrisaya FM radio is ready and loyal to accompany you. Apart from that, Radio Arrisilah FM can also be heard via the Android cellphone application which can be installed on the Google Play Store with the keyword Radio Arrisilah FM and the Tune This application with the keyword Arrisilah.

Arisala Radio Program

On Air:

Daily Program: Morning & Evening Prayer, Murottal Al-Qur'an, Morning & Evening News, Insert Hadith, Insert Fatwa, Morning Chat (Greetings & Greetings), Tilawah By Request, Come on, Tadarusan, Scientific Islamic Studies (Morning, Evening & Evening).

Weekly programs: Our guests, Health Consultation, Youth Dialogue, I Am a Righteous Child Program, Study Your Choices, Stories of Conscience

Off Air Program: Gathering of Listeners, Breaking the Fast Together (In Collaboration with the Arrilah Alkhairiyah Foundation), Distribution of Dates (In Collaboration with the Arrilah Alkhairiyah Foundation)

Radio Arrisilah FM succeeded in becoming the radio with the best religious value programs in North Sumatra at the 2014 and 2015 KPID Award which was handed over by the Governor of North Sumatra, Mr. H. Gatot Pujo Nugroho, ST, M.Si

Table. 1 Arrisilah Radio Program Pattern

DA Y TI ME	SATURD AY	SUND AY	MOND AY	TUESD AY	WEDNES DAY	THURSD AY	FRIDAY
05.0 0 – 05.4 5	ADZAN SHUBUH, TILAWAH AL-QUR'AN						
05.4 5 – 06.0 0	MUQADDIMAH, MORNING PRAYER, TILAWAH						
06.0 0 – 07.0 0	MORNING STUDY						
	Ust Ust Andi	Exempla ry Stories	Study of the Book of	Qawaid Nabawiy ah	Syarah of the Book of Mujmal	Muslim Daily Adab	World of Children's Education

			Al-Kaba'ir Ust Abu Umair	Ust Bahrul Ulum	Ahlus Sunnah Ust Sofyan Sinaga	Ust Khairul Hadi	
07.00 – 07.30	Sahih Fadilah Amal	Sahih Fadilah Amal	Hadith Pearls	Hadith Pearls	Hadith Pearls	Hadith Pearls	Sahih Fadilah Amal
07.30 – 08.00	Daily Muslim Adab, Hadith, Fatwa & Prayer	I Love Arabic	Islamic Drama, Hadith, Fatwa & Prayer	Islamic Drama, Hadith, Fatwa & Prayer	Islamic Drama, Hadith, Fatwa & Prayer	Public Service Advertisements, Hadith, Fatwa & Prayer	Public Service Advertisements, Hadith, Fatwa & Prayer
08.00 – 10.00	Morning Chat (Mufradat in Arabic)	I am the Son of Salih (Children's Program)	Morning Chat (Your Opinion)	Morning Chat (Short Hadith Memorizing)	Morning Chat (Poetry of Advice)	Morning Chat (Daily Prayer Memorizing)	Morning Chat (Translation of the Koran)
10.00 – 11.00	Your eyes	Health consultation	Come on, Tadarusan	Come on, Tadarusan	Come on, Tadarusan	Come on, Tadarusan	Our Guests
11.00 – 12.00	Insert Advice	Islamic Teenagers			Daily Adab & Prayer		Friday hadith
12.00 – 13.30	GENERAL STUDY AFTERNOON & DZUHUR ADZAN						
13.30 – 14.00	VIEWS & ADVERTISING						

14.00 – 15.00	Animal World	Our Indonesia	Corner	Islamic Book Review	KISWA	Sekh asked	Advisory Status
15.00 – 15.30	Evening News	Evening News	Evening News	Evening News	Evening News	Evening News	Evening News / Arrisilah Journal
15.30 – 16.30	TILAWAH, ADZAN ASHAR						
16.30 – 17.30	Afternoon Study						
	Tazkiyatun Nafs Ust Zulham	Ust Rahmad Margolang	Sahih Sunnah Fiqh Ust Ali Masnur	Thematic Study Ust Syamsul Bahri	Interpretation Ust Khairul Anhar	Tawheed Ust Iriawan	Friday Sermon Grand Mosque (Live SALAM TV)
17.30 – 18.30	Afternoon Dhikr, Maghrib Adhan	Afternoon Dhikr, Maghrib Adhan	Afternoon Dhikr, Maghrib Adhan	Afternoon Dhikr, Maghrib Adhan	Afternoon Dhikr, Maghrib Adhan	Afternoon Dhikr, Maghrib Adhan	Afternoon Dhikr, Maghrib Adhan
18.30 – 20.00	DAWAH TREATMENT (TV SALAM) TRANSLATED TILAWAH, ISHA ADZAN						
20.00 – 21.30	NIGHT STUDY						
	Syarah Utsulussalatsa Ust Oryza	Family Problems Ust Imron Shaleh	Ust Ridho Ritonga	Tafsir Ayatul Ahkam Ust Irham Dongoran	Shaykhshiyatul Muslim Ust Abdurrasid	Ust Abdul Aziz Chandra	Umdahtul Ahkam Ust Ilham Tumanggor

22.00 – 23.00	Selected Hadith	Conscience	Fatawa Al Mukhtar	Recitations By Request (Unique fact)	Recitations By Request (Arabic Dictionary)	Recitations By Request (Tips for Success)	Study Your Options Abror
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Table 2. List of Active Listeners to Arrisilah F M Radio

Region	Number (People)	Percentage (%)
Tanjung Morawa	210	19.92
Lubuk Pakam	89	8.44
Merbau Fence	10	0.94
Quiz Bar	23	2.18
Galang	70	6.64
Dolok Stillul	51	4.83
Confusion	123	11.66
Labu Beach	17	1.61
Ancient Wake	29	2.75
High Cliff	54	5.12
Simalungun	24	2.27
Terrain	78	7.40
Cermin Beach	29	2.75
Binjai	13	1.23
Sei Rampah	60	5.69
Different	113	10.72
Patumbak	12	1.13
Coal and Karo	19	1.80
Kotarih	14	1.32
Total	1,054	100

The purpose of the table above is that they are active listeners, which means they have interacted directly with the Arrisilah FM Radio office or are active listeners via telephone. Because actually there are still a lot of listeners who are listening but are not active. This was proven when conducting a survey of listeners in several places, they admitted that they often listened to Arrisilah FM Radio, but they were not active, meaning they never made direct visits to the office or were active by telephone.

In the last decade, the media has become a source of reference in life for how people absorb information, news, knowledge, and even religious commentary to provide support in life. Therefore, the role of the media is very important, considering the development of technology in which the media has become one of the things that cannot be separated from life. Therefore, the media plays a very important role in helping the government as a transmitter in developing the order of social life.

There were various responses from the public, one of which was Ummi Hafidzun from Tebing Tinggi who gave her response regarding Arrisilah FM radio "I hope the radio will be safe and not damaged, the more it will be successful on the air, the more it will be attached to the hearts of the listeners, a radio that is soothing to the heart and provides religious information and knowledge." Umm Aisyah in Tambak Cekur said "hopefully we will always preach the religion of Islam throughout the world and spread benefits to the ummah".

From various observations made based on the mission of Arrisale FM radio itself, it aspires to be a medium that contributes to coaching and education as well as services to the community through da'wah. The Islamic Development and Education Program, which is varied, scientific and polite, participates in developing society, especially those within broadcast coverage and generally for all areas in North Sumatra. And of course, if we look at the content of the Arrisalat FM radio program, all the program content is positive.

From the results, it is noted that of the many programs presented by Arrisalan FM radio, the programs that are the favorites of the community are Lecture Studies, Recitations By Request, Children's tation segments, Health Consultations and Morning Chats. This conclusion was obtained from the higher average number of interactive notes compared to other events. And of the many superior community programs, the morning chat program is more of an idol event for the community with a relaxed program that serves light food and is also the right time for many people to listen and participate in being interactive. These events become a source of inspiration in building social harmony in the life of a pluralistic

society. In fact, it has also become a driving force for social, cultural and economic transformation .

From the overall listener data, the average age of listeners is in the adult and above category, meaning that Arrisilah FM radio does not present many programs for the youth and children segment. Apart from that, if We compare between amount resident Muslims in Sumatra north and accompanying data as well as active listen and interact the amount very A little .

But on the other hand researchers find matter Technically . Namely, it is not easy to enjoy Arrisilah FM radio coverage in every area in North Sumatra. Due range broadcast through limited radio waves only a number of regency . Temporary access via streaming though can be accessed whole Sumatra north Still A little because must exist and have Internet access is one of them burdensome thing so that not easy for the public to access range the broadcast.

However, if we look at the number of active listeners, especially within the broadcast range, Radio Arrisilah is present in helping North Sumatra in developing a religious society.

Conclusion

Arrilahan FM radio is a mass media that participates in developing the community of North Sumatra in the field of religion by presenting good programs so that it has superior programs for listeners. Proof of the existence of good programs is that Arrisaya FM radio twice won the Best Religious Value Program in North Sumatra at the 2014 and 2015 KPID Award. Even though not all areas of North Sumatra can listen to broadcasts easily, Arrisilah FM radio tries to contribute to community development, especially in the field of religion, by showing interaction or participation of listeners. so that the broadcast program is presented can become a source of inspiration in building social harmony in the life of a pluralistic society. In fact, you can also as the driving force of social, cultural and economic transformation . And on the other hand, there is a need for developers to create programs that are more attractive and easy to reach, so that all groups of various ages are reached, especially young people who will be the generation in the future.

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